

Canadian Moving Picture DIGEST

Published by Canadian
Moving Picture Digest
Company, Limited

259 Spadina Ave. - Toronto
New York Office
45 West 45th Street

RAY LEWIS

Editor and Managing Director

GEORGE C. WILLIAMS

President

Official Organ of the
M.P.T.O. of Canada

Established in 1915 for
Exhibitors

Subscription: \$5.00 yearly

Telephone: TrInity 1481

Vol. 19, No. 9.

TORONTO, CANADA

July 2nd, 1927

Financial Revolution

THE ANNOUNCEMENT of the "cut" throughout the Industry with its subsequent headline publicity throughout the press, may "scare" a great many belligerents into line, may prove a sieve through which "waste" and over-valuation will pass, leaving only the values which the Industry can utilize.

But I am opposed to a wholesale "cut" programme which indulges in publicity.

What the Industry will save in its "cutting programme" it will lose in public prestige that invests in motion picture stocks.

You have to analyze the public's reaction and the public's capacity to think in connection with an announcement which is destined to come in for general public discussion, through the channels which are directly effected through the "cut," and through the public's interest.

One has been reading of "mergers," "amalgamations" involving hundreds of millions of dollars.

One has been reading of million dollar salaries; all a stimulation, even if economically unsound, towards public investment in motion picture enterprise.

Whenever a "shake-down" occurs in a business as drastic as the one which is being publicized, one concludes that the business concerned might be in a precarious financial position, that it is searching about for capital in fields where it had no need to search heretofore.

That the banks have stopped financing; and are making demands; and that in this manner the enterprise involved is endeavoring to meet the financial considerations necessary to keep going.

Economic adjustments in vast enterprises are conducted systematically, quietly, the elimination of waste being disposed of through a gradual process of development.

Such a programme as has been proposed in our Industry makes us wonder why those who had the control allowed an abnormal, and unbusinesslike waste to develop?

These men advertise themselves as having been incompetent to manage a vast enterprise economically. Surely our leaders, time-old showmen, who grew up with this Industry, surely they did not find it necessary to have Wall Street point out to them that there were a great many stars, who should retire, having served their public and themselves, this Industry by way of entertainment and finance, but that theirs is a sunset now; and they may as well retire with the glory of the colors of the sunset still surrounding them.



RAY LEWIS

Our leaders know that other stars, still profitable investments from a public angle, are demanding a compensation for services, which is out of proportion to their ability.

The argument that they "draw in" at the box-office vast sums of money, and are entitled to a portion of this intake is true, but the outlay involved in "putting any star over," through public presentation; and effective material by way of production should be taken into consideration, as well as the risk incurred through accident, death, and the public's fickleness.

When an enterprise builds up a trademark, that trademark lives if the quality remains alive behind it.

When large sums of money are expended in marketing a product, there can be no death of that product, no accident to that product, no temperament of that product, to stop its career, if the quality continues.

But in dealing in human personalities, the risk is great, the investment dies with the personality, or is affected by the reactions, or temperament of the personality; and stars should in their demands consider the natural laws by which they are governed and rate their financial value to an organization accordingly.

Organizations should also take into consideration that "personalities" are a great asset to an Industry, or Art.

"Personalities" are the blood of an enterprise, and the Bible states that the blood is the life thereof.

Enterprises should understand that when they are dealing in "personalities" unique creative and expressive abilities, that these cannot be handled like a car, soap, oil, dutch-cleanser, or the many marketable properties which make up the Trade and Commerce of a Nation.

A hundred dollar a week "personality" might bring the Industry in five hundred per cent interest a week on its investment in him, but a \$500.00 a week "personality" might bring the Industry with which it is connected a million dollar return; and which outlay would the Industry deem sound economically, the one which spends little and gets little, or the one which spends with a "Judicious Extravagance" and gets in an extravagant compensation?

"Cutting" on a wholesale plan might be expeditious, but if these "personalities" accept the reductions as scheduled, can you be certain that they will give you "quality" in service, even though they willingly accept the reductions; and if they are replaced by others will this not tend to disorganize the machinery of the entire Industry; and in its adjustment will it not lose the financial advantages which it purports to gain?

(Continued on Page 13)

Ray Presents

TORONTO presents a most festive appearance, all in preparation for the celebration of Canada's Diamond Jubilee of Confederation. Red, White and Blue flags, bunting, shields of the Empire, are abundantly displayed.

On another page of The Digest is published Toronto's Jubilee Programme, which is a most elaborate and comprehensive one.

I understand that the Famous-Players Canadian Corporation is taking up the idea of having a "float" in the parade.

ITS a good idea and a most fitting one, for the leaders of the Canadian Picture Industry to participate with the other enterprises in Canada in celebrating a national event of such magnitude.

IT was important enough to have been taken up by the Industry as a whole, according to suggestions in an earlier issue of The Digest, but when it comes to "League of Nations Policies," our Industry appears to have not yet graduated, save in individual cases where the vision appears to be a league ahead in the general management of its enterprises and their success.

WHILE on the discussion of "general cuts" for economical purposes, more publicity states "unions" are not to be affected by the reductions, nor are sales forces. I had an idea that some live organization like First National would be wise enough to make such a statement in view of the fact that the Sales Forces have had considerable money spent on them, by way of conventions, in order to "pep" them up to make sales; and having started Sales Forces off with the Victorious Banner of "Excelsior" before them, the "cutting announcement" sounded like a call to "Retreat."

THE INDUSTRY remembers William Randolph Hearst. He was reputed to have managed and directed successfully about 26 corporations.

He came into motion pictures with an idea that its leaders at that period could be taught how to do business. He opened about fifteen exchanges. He had finance, standing, and through his public press relationship, the "cream" of the market by way of stars, story and general material.

No organization was better equipped to market its product, or to produce, for at that period the costs of financing to producers was so exorbitant, that the financiers got "the cream" when there was any.

WILLIAM Randolph Hearst had no need to compromise his profits, and enterprise in order to finance production, but how far did he get as a Motion Picture Producer?

THE INDUSTRY remembers Benj. B. Hampton, vice-president and general manager of the American Tobacco Co., who took over the old General Films, with the idea of showing our "Showmen of the Industry" how to run their business. I think Mr. Hampton referred to the direction of the Industry as "child's play." He lasted five months.

The moral of these illustrations is contained in the advice to the Industry not to adopt revolutionary tactics. Blunder along, even a blind man can see that you are growing. Grow as you have grown slowly, surely, you will find that through these means you will expand securely.

A VOID epidemic brain-storms and adopt that policy which the old showmen of our circus and repertoire days adopted. They never lost their temper when an actor asked for an increase in salary, or a salary which he had not been getting for months. The old showmen took them for a walk and told them how great they were, gave the unpaid actor a star part, told the public that he got the part because he was the best ever.

The actor remained unpaid, but happy because he felt important, his pride was satisfied, as was the genius within him. Ah! here was a noble strategy—Real Showmanship.

N. L. NATHANSON has returned to Toronto, from London, England, and from a visit to many interesting Continental centres.

IN AN interview with Mr. Nathanson, the writer asked him about British pictures and he replied that he was most happy to see the development, by way of British production, which had been going on during the period he last visited London.

British production was settling itself into producing prolifically and with an eye for marketable quality.

THE GENERAL improvement in the theatres abroad was also of interest. New theatres were being built with every comfort included to satisfy public patronage and to present pictures as we do in America.

The Showmanship angle had a vim and dash about it which indicated that it knew its business.

THE PUBLIC INTEREST in Motion Pictures was on the increase abroad; and the distributing units all looked prosperous.

(Continued on Page 13)

SHORT TALKS

ON

SHORT FEATURES

—Confidence!

Confidence is at the very basis of all business success. You must have confidence in yourself and in your theatre venture if you are to succeed. Just so, the producer or distributor must not only have confidence himself, but must inspire it in you, if his pictures are to make money for you.

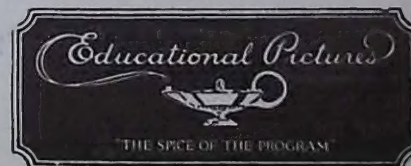
The confidence displayed at our sales convention by that live wire bunch that make up Educational's staff of branch managers is equaled only by the confidence shown by the thousands of exhibitors who have long played Educational Pictures. Their contracts for the 1927-1928 product are coming in like a flood tide with every mail.

Charles Koerner of the George M. Mann Theatres, San Francisco, wires: "As usual we had no hesitancy in immediately signing contracts for your new service at all our houses. Quality of your previous releases has instilled this confidence for the future."

Such exhibitor confidence is a real inspiration to us. That's what we've been building for—through seven years of specialized experience—and that's what we're going on fighting to maintain.

Ed. Hammond
President

EDUCATIONAL
FILM EXCHANGES, Inc.



"Canada's Diamond Jubilee" Film in Ottawa

Special theatre features for Canada's Diamond Jubilee of Confederation, to be celebrated throughout the Dominion on July 1, 2 and 3, were presented in theatres of Ottawa, the Canadian Capital, during the week of June 13.

At B. F. Keith's Theatre, Manager J. M. Franklin presented the official Confederation reel of 1,000 feet, called "Canada's Diamond Jubilee." This picture was also screened at the Regent and Imperial Theatres, Ottawa, by Manager Ray Tubman who also had two Jubilee songs on the programmes at both houses. These selections, which were composed for the occasion, were "At the Canada Jubilee" and "The Land of Glad Tomorrows." The films and songs made a hit with the crowds.

Opportunity Contest, Regent Ottawa District Success

The Opportunity Contest at the Regent Theatre, Ottawa, for six nights, ending June 24, was a distinct success. Manager Ray Tubman had about 50 entries, not including a number of young ladies who were not permitted to "show." In addition to the trip to Toronto for the winner and her chaperone, the successful contestant received \$100 in cash and numerous merchandize prizes, the latter being the gift of local merchants.

"RUBBER TIRES"

For the presentation of "Rubber Tires" at B. F. Keith's Theatre, Ottawa, Manager Joe Franklin enjoyed a page of co-operative advertising in the Ottawa Citizen, in which space was used by half a dozen local tire shops as well as the theatre.

Teachers Make Complaint Call Posters Lurid

The Toronto Teachers' Council filed a complaint with Attorney-General Price alleging that the posters of theatres and Motion Pictures with which Toronto's billboards were placarded are of a type that are suggestively demoralizing; and their continuance would bring disgrace to the city. As a remedy they suggested that some teacher be appointed to the Ontario Board of Censors.

Col. Price pointed out that the censorship of legitimate stage productions rested with the municipality; and that the Motion Picture Posters were not noticeably offensive.

Now who is it that wants a position on the Censor Board; and incidentally does that person know that our posters are already under censor jurisdiction. What is presented has already passed the "acid test" as one can readily see by the white banners which often are seen disfiguring the billboards.

It looks as if we approach that age when the living persist in uncovering, notice the shortness of the skirts; and the scantiness of what is under them, notice the flesh tone stockings, while specimens of the same gender go about covering up pictorial images not nearly as tempting upon the billboards. Thank God for our sense of humour.

Marching Victoriously On "Rookies"

In a special bulletin issued to the theatre managers under his control, Mr. Clarence Robson, Eastern Division Manager for the Famous Players Canadian Corporation circuit of theatres, says:

"We recently screened "Rookies," a seven-reel Metro-Goldwyn-Mayer production, and it was the unanimous opinion of everyone who saw the picture that it is the best comedy of the year."

Mavety Film Delivery Service

Delivery of Films to and from
Theatre--

For Shipment

We also handle for Delivery

Theatrical Effects and
Accessories

All on Schedule Time

58 Edward St. - Toronto, Ont.

Telephone Main 1881

"First Auto" Replaces "The Missing Link"

The first showing of Warner Bros. Extended Run Production, "The First Auto," has been postponed from June 22 to 27. The change in plans for its first presentation was the result of Warner Bros.' wish to allow an extra week to the engagement of "The Missing Link" starring Syd Chaplin which is now playing to sell-out business at the Colony.

"The First Auto" will replace the Chaplin picture on the Colony screen. It is said to be one of the biggest pictures offered by Warner Bros. during recent months. Barney Oldfield, the first great racer of cars, heads the cast with other prominent roles filled by Patsy Ruth Miller, Russell Simpson, Frank Campeau, William Demarest, Paul Kruger, Gibson Gowland, E. H. Calvert and Douglas Gerard, Roy Del Ruth directed.

"Blaze Your Trail"
**ELECTRIC
SIGNS**

The Macey
SIGN CO.
LIMITED

TORONTO

We specialize in Theatre
Electric Signs and Illuminated
Marquese from Coast to
Coast

Head Office - 75 Elm St. - Toronto

British Pictures

Although a number of British pictures are in course of production, only two have been shown to the trade in the last month. These are "Blighty," a Gainsborough film which, as its title denotes, deals with the war period, and "Pearl of the South Seas," handled by the Stoll Company, giving a picture of the Pearl Fisheries of Thursday Island, in which a dramatic plot is used against this tropical background. In "Blighty" an attempt is made to show the reactions of the various characters to events in the war and it can therefore be distinguished from "Mons" and "Ypres," which chronicled events in the war itself.

M-G-M Announces Plans

The Metro-Goldwyn-Mayer Short Subject Department, organized recently for the distribution of Hal Roach's famous product and of a bi-weekly news reel, to be produced individually but backed by the full resources of the Hearst organization, now has announced plans to distribute a feature two-reel color series.

The fact that the new series, which will deal with dramatic incidents from history, will be treated in a novel and highly distinctive fashion and will be released through some of the outstanding first-run houses, promises to make the announcement of special interest both to exhibitors and to the fan public.

Fay Wray, who plays the feminine lead in Eric von Stroheim's Paramount road-show, "The Wedding March," will be Emil Jannings' leading woman in his second American-made picture. In it she will be a Salvation Army lassie.

Courtesy with Service

Motigraph De Luxe Projectors.
Cont-El-Arc Motor Generators.
Superlite Gold Fibre Screens.
Brenkert Spot-Flood Lamps.
Vallen Curtain Controls.
Universal Electric Plants.
Ross Projection Lenses.
National Projection Carbons.
Repair Parts for
All Makes of Projectors.
Complete Theatre Supplies.

Canada's Leading Theatre Supply House.

The Coleman Electric Co.
258 Victoria St. - Toronto, Ont.

"THE TIRED BUSINESS MAN" READY TO SHOOT

M. H. Hoffman, Vice President of Tiffany Productions, Inc., announces that he has received word from the Tiffany West Coast Studios that the cast has been completed for the next Tiffany release, "The Tired Business Man," and that it is now in the course of production. The principal players include Raymond Hitchcock, Mack Swain, Margaret Quimby, Blanche Mehaffey, Gibson Gowland, Dot Farley and Lincoln Plumer.

Raymond Hitchcock made his last screen appearance in the Tiffany production, "Redheads Preferred." It is said that the part to be portrayed by the eminent comedian will give him even a greater opportunity to display his screen drollery than in his previous appearance. The picture is being directed by Allan Dale who also wielded the megaphone on "Redheads Preferred."

Another famous member of the cast is Gibson Gowland, who played the leading role in the Eric Von Stroheim production, "Greed." His big dramatic role last played was in the Tiffany production, "The Broken Gate."

Special Jubilee Numbers

At Keith's Ottawa

Manager J. M. Franklin of B. F. Keith's Theatre, Ottawa, presented a special programme for Canadian Confederation Week, starting June 27th, headed by "Special Delivery." Another attraction was Al. Edwards, a Montreal soloist, singing two special Jubilee selections, "The Land of Glad Tomorrows" and "Canada's Jubilee Year," both patriotic numbers. During the singing of these two songs, slides were screened showing the Fathers of Canadian Confederation and other historical figures of the Dominion.

Theatre Employees Position Showing Prosperous

The 13th annual convention of the 11th District of the International Alliance of Theatrical Stage Employees and Motion Picture Operators Union was held at the Prince Edward Hotel, Windsor, Ontario, June 23 and 24, with William Covert of Toronto, International vice-president, in charge. About 40 delegates attended the sessions from Ontario and Quebec. Reports presented at the convention showed that the general condition of the organized theatre employees in Eastern Canada had improved greatly during the past year and that the relationship between workers and theatre proprietors was most cordial. The finances of the union also were in excellent shape.

ELECTRICS LIMITED

Theatre Equipment Division

Albee Bldg., 12 Mayor St.

MONTREAL

**Powers and Simplex
Projectors and Parts**

**Theatres Completely
Equipped**

**Repairs on All Makes
of
Projectors and Cameras**

Russell, Ottawa, To Go

In Beautifying Plan

The Canadian Government is considering extensive plans for the beautification of Ottawa, the Canadian Capital. The scheme under consideration calls for the razing of a central business block for the purpose of establishing a parkway leading up to the Parliament Buildings. One of the buildings to go is the Russell Theatre which is controlled by Famous Players Canadian Corp. The structure next to the theatre is already being torn down.

With the passing of the Russell Theatre, it is intimated that Famous Players will proceed with the completion of a large new downtown theatre which was started some years ago but was never finished.

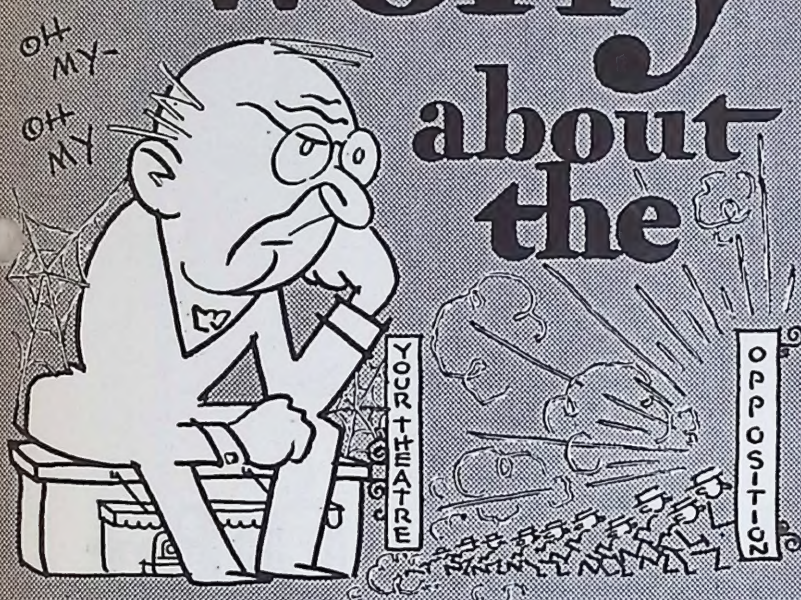
John McCormick Announces Independent Production

John McCormick announces to the press that he will become an independent producer, starring Colleen Moore, his wife. First National has a call on four more Colleen Moore productions. The resignation of John McCormick, who was general production manager of First National, was not a surprise, it is said, to the officials of the company. Mr. McCormick has had the idea of producing independently, it is said, for some time.

Joseph Paquin, Manager Capitol, Hull, Que.

Joseph Paquin is acting as manager of the Capitol Theatre, Hull, Quebec, for the creditors of the company. The Capitol Theatre is practically a new theatre, having been opened last year. The policy of the house is to change programmes three times weekly, Sunday, Wednesday and Friday.

don't worry



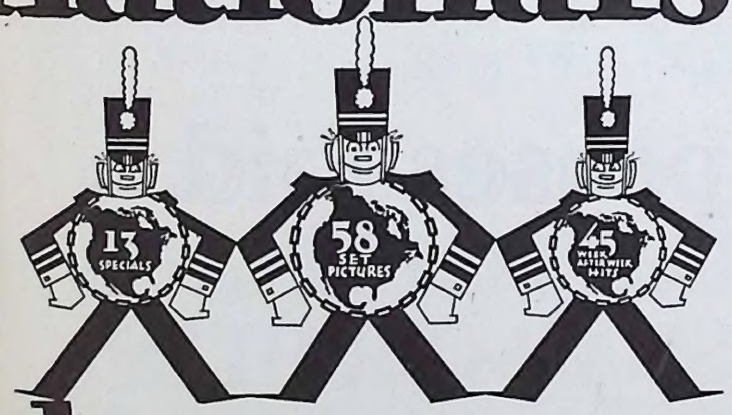
opposition

be the



opposition

-get first National's



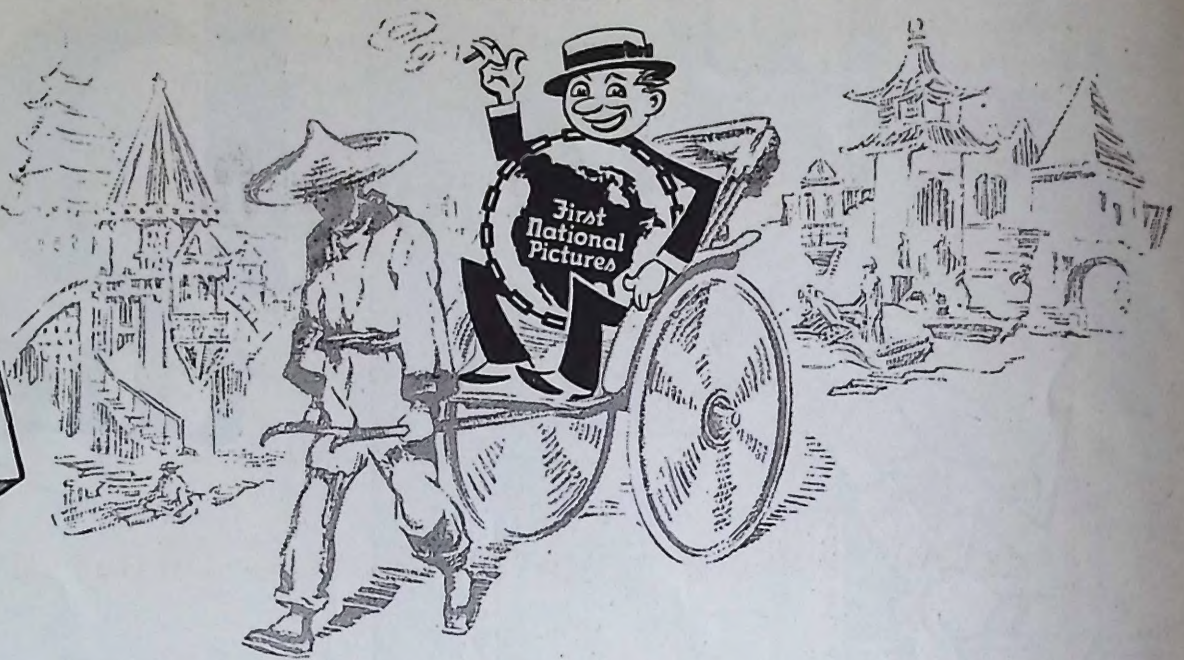
showman's Group

THE MIGHTIEST PRODUCT LINE-UP
EVER CONCEIVED
BY ANY COMPANY

-and let the other fellow WORRY about YOU



Good
for One
Passage
on the
Showman's
Special



Special Vacation Offer for Showmen!

TRAVEL to the Far
Corners of the Earth—
See the Show Places of the
World—

Take that trip you've been
planning for years—THIS
SUMMER!

Know the luxury of the
Riviera—the majesty of

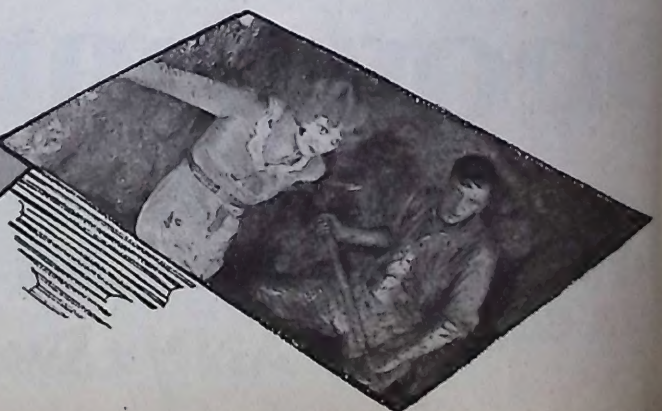
snow-tipped Canadian Rock-
ies—the castles of the Con-
tinent—the charm of old
Japan!

Highest class accommoda-
tions on through fliers and
fastest liners... Guides and
stopovers at every point
of interest.

All Expenses Paid *by* FIRST NATIONAL'S SUMMER HITS

Adapted from
GEORGE W. SUTTON, JR.'S
"DAWN OF MY TOMORROW"
Adaptation and Continuity
by
MARY O'HARA
A
CHARLES J. BRABIN
PRODUCTION
Produced by
RAY ROCKETT

Member of Motion Picture Producers and
Distributors of America Inc.—Will H. Hays President





Diamond Jubilee Celebration



OFFICIAL PROGRAMME

Toronto Celebration of the Diamond Jubilee of Confederation

DOMINION DAY---JULY 1st, 1927.

12.01 a.m.—Bonfire on Toronto Island, with fire rockets, bombs and illuminating flares.

7.00 a.m.—Sunrise Service of Praise in Massey Hall.

10.00 a.m.—Military and Pageant Parade.

Route—Starting at corner of Danforth and Logan Avenues, thence westerly along Danforth Avenue, across the Prince Edward Viaduct to Bloor Street, to Gladstone Avenue, south to Dufferin Grove, where parade will disperse.

10.30 a.m. to 3.30 p.m.—Royal Canadian Yacht Club Regatta.

10.00 a.m. to 5 p.m.—Dominion Day Annual Regatta on the Hanlan Memorial Course at Hanlan's Point. Military Band in attendance.

12.00 noon.—Firing of Royal Salute in Queen's Park by the 3rd Field Brigade Canadian Artillery 9th Battery.

1.00 p.m.—Lacrosse Match in Varsity Stadium.

2.00 p.m.—Community Picnic in Kew Gardens on the Lake Front. Band in attendance.

2.00 p.m.—Community Picnic in Monarch Park. Band in attendance.

2.00 p.m.—Field and Track Events in Varsity Stadium.

3.00 p.m.—Marathon Race—15 miles — starting at Varsity Stadium. Route—Bloor Street to St. George Street, to Dupont Street, to Bathurst Street, to Vaughan Road, to turning point, returning over same route and finishing in Varsity Stadium.

3.00 to 5 p.m.—Band Concerts in Exhibition Park, High Park, Alexandra Park, Pears Park and Earls court Park.

8.00 p.m.—Grand Military Tattoos in Riverdale and Willowvale Parks. Music by Military and other Bands. National Dancing and Community Singing, ending with a gorgeous display of Fireworks.

Same programme will be carried out in its entirety in both Parks.

As there is no admission to any of these events, cordial invitation is extended to all.

THOMAS FOSTER (Mayor),
Chairman of Diamond Jubilee Committee.

Controller Bert Wemp,
Chairman, Publicity Committee.

Ald. W. A. Summerville,
Chairman, Parade Committee.

Ald. Claude Pearce,
Chairman, Sports Committee

Ald. B. J. Miller,
Chairman, Tattoo and Fireworks Committee.

Ald. H. W. Hunt,
Chairman, Entertainment Committee.

Mrs. J. Wesley Bundy,
Chairman, Decoration Committee

Mr. F. D. Tolchard, Chairman, Finance Committee.

GOD SAVE THE KING

TORONTO THEATRES

UPTOWN — "Monte Cristo," with John Gilbert — Metro-Goldwyn-Mayer — Class B plus. John Gilbert gives an excellent interpretation of this popular hero, the Count of Monte Cristo. Renee Adoree plays with her usual sincerity and artistry. Many striking scenes are unfolded. The picture is picturesque, adventurous and colorful, a romantic melodrama.

TIVOLI — "His First Flame," with Harry Langdon — Mack Sennett — Class B. A real good summer frolic, with most of the fun provided by the original funmaker, Harry Langdon. Another feature was the technicolor short subject classic Educational are releasing in Canada, "Mona Lisa," with Hedda Hopper as the lady with the inscrutable smile. It was a decided added feature.

SHEA'S HIPPODROME — "See You in Jail," with Jack Mulhall — First National — Class B plus. Alice Day also featured and rightfully. The picture is light but delightfully merry. It deals with the arrest of a wealthy speed maniac, who gets a substitute in the person of Jack Mulhall to do his jail sentence for him. Jack in his impersonation of the wealthy time-killer, provides plenty of amusement. The real culprit is a brother of Jack's best gal, Alice Day, so there's where the necessary little romance works in. You won't get brain fag following the story, but you will get some good laughs; and "a little nonsense now and then is relished by the wisest of men." This is excellent entertainment and bound to go over big. Joseph Hennabery directed a real comedy. George Fawcett, Burr McIntosh, Mark Swain all do the great little bits.

LOEW'S — "Rubber Heels," with Ed Wynn and Chester Conklin — Paramount — Class A comedy. It is Ed Wynn's debut and it is successful, to say the least. Roars of laughter greeted the efforts of Ed to be a real "Sherlock Holmes." His experience has been developed through a correspondence school and when he loses the jewels entrusted to him by a princess, also his heart, the situation thus involved provokes a continuous round of laughs. Chester Conklin is as funny as ever, and everybody knows how amusing Chester can be.

PANTAGES — "The Prince of Headwaiters," with Lewis Stone — First National — Class B plus. One of the best pictures Stone has appeared in for some time. It gives human opportunity for some strong work. The story introduces "father love," in place of "mother love." Youth's desire for experience and thrills, for the lights of The Great White Way. Robert Agnew and Lilyan Tashman contribute some excellent characterizations, one of the best of its kind.

Neighborhood Theatres

PALACE — "Rookies," with Carl Dane and George K. Arthur—Metro-Goldwyn-Mayer. Class A comedy. This fun-making couple provide unusual entertainment along comedy lines. A record breaker that is hard to beat. "Resurrection," with Dolores Del Rio and Rod La Rocque — United Artists. Class A. A well directed feature with leads doing outstanding work.

ST. CLAIR — "Easy Pickings," with Anna Q. Nilsson — First National. Class B. A spooky, mysterious comedy, that keeps you mystified. Good entertainment. "Corporal Kate," with Vera Reynolds and Julia Faye—P. D. C. Class B plus. A war story, with these two girls doing excellent work, and supporting cast good.

COLLEGE — "The British Clipper," with William Boyd and Elinor Fair—P. D. C. Class B. A "breezy" sea story with the stars of "The Volga Boatman." Some fine marine flashes.

BEACH — "Rough House Rosie," with Clara Bow — Paramount. Class B plus. Clara in a fast-stepping, spicey feature that is a treat. Plenty of "It" and the picture goes over with a bang.

CAPITOL — "Knockout Reilly," with Richard Dix — Paramount. Class B plus. A feature with a "punch." "The Tender Hour," with Billie Dove and Ben Lyon—First National. An entertaining feature with the leads doing good work, besides Billie Dove is so good to look at.

ALHAMBRA — "The Notorious Lady," with Lewis Stone — First National. Class B. Stone is a general favorite and most dependable by way of good work. "McFadden's Flats," with Charlie Murray and Chester Conklin — First National. Class A Comedy. A

real comedy, that has unusual drawing power. A record-breaker.

PARKDALE — "Rough House Rosie," with Clara Bow — Paramount. "The Love of Sunya," with Gloria Swanson — United Artists. Class B. Gloria does good work despite the fact that the material is weak.

OAKWOOD — "Rookies," with Carl Dane and George K. Arthur — Metro-Goldwyn-Mayer. "Resurrection," with Dolores Del Rio and Rod La Rocque — United Artists.

BEDFORD — "Outlaws of Red River," with Tom Mix — Fox. Class B plus. A thrilling Western with Tom, and his horse, Tony, at their best. "Broadway Nights," with Lois Wilson — First National. Class B. A glimpse into the life of a "Broadway entertainer."

BELSIZE — "McFadden's Flats," with Chester Conklin and Charlie Murray — First National.

A. W. Perry

Joins Wedded Hosts

A. W. Perry, Toronto Sales representative of Warner Bros., was married on Saturday, June 25th, at the hour of four P.M. to Miss Gladys McPhail, of this city.

The ceremony took place at the bride's home, where the couple were the recipients of many beautiful gifts from Warner Bros. staff and the friends of the bride and groom.

After the reception, Mr. and Mrs. Perry journeyed to that "happy hunting ground" of wedded couples, Niagara Falls, the only provision for entering this paradise is that its visitors shall come in the flesh and not in the spirit.

Star, Carleton Place

Extends Community Service

The Star Theatre at Carleton Place, Ontario, was the scene during the afternoon recently of a special community gathering when a recital was held for the many piano and vocal pupils of a local teacher, the theatre being placed at the disposal of the instructor by Manager S. A. Torrance. The stage was tastefully decorated with flowers. Local young ladies acted as ushers, while another young lady was master of ceremonies.

A Bachelor Fade-Out Proves Hilarious

The boys, bachelors and benedicts, young and old, bald-headed and those who though married can point to a boyish bob with pride, all joined to give Henry Nathanson, general manager of Regal Films, the right kind of a bachelor fade-out. Henry realized that this was the end of Independence, that the time approached for that union of self with one of the fair sex, which must express itself hereafter as "Two souls with but a single thought, two hearts that beat as one." Knowing the little lady Henry is to wed, Miss Lillian Laurie, it will not be difficult for Henry to mingle souls and heart beats. She is pretty and petite, clever and neat.

I will say that Henry, being around the age when bachelors are considered old enough to the rights of a bachelor's degree, is taking unto himself a spouse with discretion. Henry has selected a mate small enough to manage.

The event took place at Rouge Hills Country Club. The opening festivities was a Golf Tournament which continued until Nine P.M. Then followed that most joyous of indoor sports, "The Tilting of the Joyful Elbow."

Claire Hague proved very proficient. Dinner and speeches followed, keeping the merry makers around the board of conviviality until midnight.

A silver tray and water jug was one of the handsome presents Henry received. The jug was given in order that Henry might not forget "The Noble Tilting Elbow Exercise."

N. L. Nathanson, brother of the groom-to-be, delivered some useful information to coming husbands. Arthur Cohen as usual was his witty, brilliant self.

Henry Nathanson responded to the toasts and speeches with his usual graciousness of manner.

Financial Revolution

(Continued from Page 5)

Dissatisfied people cannot give satisfaction; and the greatest artists if dissatisfied can mar the finest production, despite the quality which is invested in it from every angle.

There is no diplomacy, or statesmanship qualities in this Industry, in truth "it rushes in where angels fear to tread."

I understand that there has never been a contract made by an artist which could bind that artist. If artists have such a protection, why not companies?

And why should any company retain a member of its company at an exorbitant salary, when that member continually fails to make good? There are quite a number of stars which, the Industry would never miss, in a fade-out; but to get rid of them why a Revolution?

Why not a League of Nations-Parley which adjusts rights without firing off a cannon?

Ray Lewis

N. L. Nathanson Interview

(Continued from Page 6)

"**I**T WAS NICE to get back home to Canada," Mr. Nathanson said. "I enjoyed my trip abroad, and the angle it gave me to make comparisons.

"We are going to have some big British pictures. I saw them in the making; and as finished productions. I purchased many of them for Canada and believe they will meet with the approbation and patronage of the public.

"The death of two outstanding associates in our Industry, Mr. Ned Miller and Mr. Wm. Tingle, men whom I knew intimately and for whom I had a sincere ad-

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

miration, filled me with regret and sorrow when the news was cabled to me. These are the only unhappy moments which I experienced while abroad, but I was glad to get home, to Canada, which always looks 'good to me.'"

Wins Opportunity Contest

Miss Laurette Mitchell, of Toronto, now bears the title of "Miss Tivoli," having won in the finals for the Screen Opportunity Contest, which were held Tuesday, June 22nd, conducted by the Famous-Players Canadian Corporation.

Mr. Tom Daley, manager of the Tivoli, placed the banner bearing the title "Miss Tivoli," on Miss Mitchell, and presented her with a beautiful silver cup, filled with roses.

Miss Mitchell is nineteen years of age, and is employed as a stenographer at the American Credit Indemnity Co. This is her first entry in a contest.

Finals for "Miss Ontario," will be held at the Uptown, Toronto, July 9th, where 30 contestants from various Famous Players Canadian Corporation houses throughout Ontario will compete for the title. The winner will receive a Whippet Overland Landau car, a trip to Hollywood, all expenses paid of self and chaperone, and a screen test at Famous-Lasky Film Studios, Hollywood.



Screen Opportunity Contest tie-up with "The Overland," who furnish a Whippet Overland Landau to the first prize winner.

Round About the Studios



Bobby Vernon in "Wife Shy," a recent Educational-Bobby Vernon Comedy.

Rockcliffe Fellowes is the first player to be selected for the supporting cast of "The Crystal Cup," according to announcement from Henry Hobart, who is producing the story for First National Pictures.

Jack Mulhall and Dorothy Mackaill are to be featured in the picturization of Gertrude Atherton's daring novel and John Francis Dillon will direct.

Frederic and Fanny Hatton have adapted the story to the screen, and production is scheduled to start as soon as the balance of the cast is selected.

Roy D'Arcy, famed for his villainish roles since "The Merry Widow," has been given an important role in "Romance," Ramon Novarro's starring vehicle for Metro-Goldwyn-Mayer.

"Stark Love," a Paramount melodrama, was produced in America's sole remaining wilderness — the Great Smoky Mountains of Carolina.

Because of difficulties in its script, Universal will postpone until next year "Viennese Lovers," which was to star Mary Philbin and Jean Hersholt. In its place it will release "Painting the Town," with Patsy Ruth Miller and Glenn Tryon.

Director Ray Enright began the selection of players this week to support Rin-Tin-Tin in his first starring picture for Warner Bros. new season program entitled "Jaws of Steel." Helen Ferguson and Jason Robards were selected for the leading roles in this story by Gregory Rogers, which Charles R. Condon has adapted to screen purposes.

Tod Browning, who can boast an extraordinary success as director-author of many of Lon Chaney's most successful films, among them "The Unknown," now playing at the Capitol Theatre, New York City, will again direct the Metro-Goldwyn-Mayer star in a story by himself, "The Hypnotist," as soon as Chaney completes work in "Terror," a picture dealing with the Russian Revolution, now in production under Benjamin Christenson.

Richard Arlen has been selected to play the leading role opposite Esther Ralston in her forthcoming Paramount production, "The Glory Girl."

Edward Sloman, who has been in New York filming scenes on Ellis Island for "We Americans," is on his way back to Universal City.



Conrad Nagel giving himself the "once-over" in Metro-Goldwyn-Mayer's "Heaven On Earth."

Upon their return to Universal City from their belated honeymoon this week Mr. and Mrs. William A. Seiter will find stories all ready for them to start upon. Seiter will direct Reginald Denny in "Good Morning, Judge," while Laura La Plante will start immediately upon Mary Roberts Rinehart's story, "Finders Keepers."

With a splendid cast, an entertaining story and an atmosphere of college athletics, Richard Barthelmess' new First National starring picture, "The Drop Kick," has been started at the Burbank studio.

Ray Rockett is producing the picture and Millard Webb is handling the megaphone, with Arthur Edeson as chief cinematographer.

Virginia Lee Corbin, youthful actress of undeniable charm and genuine talent, plays opposite the star.



Louise Fazenda "dolling up" in "The Gay Old Bird," for Warner Bros.



Lucien Prival, recently signed on a long term contract to appear in First National Pictures.



Scene from "White Flannels," a Warner production, featuring Jason Roberts and Virginia Brown Faire.



Conrad Nagel and Renee Adoree as they appear in "Heaven on Earth" for Metro-Goldwyn-Mayer.



Clem Beauchamp on the verge of a nervous breakdown in "Brain Storms," an Educational Mermaid Comedy.



Jerry Madden; appearing in Fox productions.



Vera Reynolds shared honors with Julia Faye in P.D.C.'s "Corporal Kate."



Scene from Metro-Goldwyn-Mayer's huge success, "Battling Butler," starring Buster Keaton and Sally O'Neil.



Lovely Phyllis Haver appearing in "The Little Adventuress," for P.D.C.

THE LUCKY 13

No distributor can honestly guarantee you profits at this or any other time. GREATER F B O however offers you a chance to play a series of PROVEN BOX-OFFICE SUCCESSES at a time when you can't afford to gamble.

LOOK THEM OVER IT MEANS MONEY IN THE BANK

ATTRACTION	Reels	TYPE OF STORY	CAST	AUTHOR	DIRECTOR
Keeper of the Bees	7	Romance of a war veteran who thought he was through.	Clara Bow Robert Frazer	Gene Stratton-Porter	J. Leo Meehan
Bigger Than Barnum's	6	The whole circus on the screen.	Ralph Lewis Viola Dana Ralph Ince	Arthur Guy Empey	Ralph Ince
If Marriage Fails	7	Georgious society drama.	Jacqueline Logan Belle Bennett Jean Hersholt	C. Gardner Sullivan	John Ince
Breed of the Sea	7	A thrilling pirate story that will make them cheer.	Margaret Livingston Ralph Ince	Peter B. Kyne	Ralph Ince
The Non-Stop Flight	6	Adventure in the air — on the sea — and on uncharted isles.	Knute Erickson Marcella Daly	Emilie Johnson	Emory Johnson
Kosher Kitty Kelly	7	Irish-Hebrew Comedy-Drama.	Vera Gordon Nat Carr Viola Dana	Have you read Greater F.B.O.'s announcement for 1927-28?	James Horn
A Poor Girl's Romance	6	Little girl in a big city.	Gertrude Short Creighton Hale	Laura Jean Libbey	F. Harmon Weight
The Isle of Retribution	7	Shipwreck — lost on an island of ice — in the power of a demon.	Victor McLaglen Lillian Rich David Torrence	Edeson Marshall	James Hogan
The Midnight Flyer	7	Railroad drama packed with thrills.	Cullen Landis Dorothy Devore Frankie Darro	Arthur Guy Empey	Tom Forman
Her Honor the Governor	7	A throbbing drama of a fighting mother.	Pauline Frederick Tom Santchi	Hyatt Drab and Weed Dickinson	Chet Withey
King of the Turf	7	A love story centred around two big races.	Patsy Ruth Miller Kenneth Harlan	Louis Joseph Vance	James Hogan
Rose of the Tenements	7	Two orphans on the East Side.	Shirley Mason Johnny Harron	John Moroso	Phil Rosen
Laddie	7	Down on the farm. The most pleasing story ever screened.	John Bowers Bess Flowers Gene Stratton	Gene Stratton-Porter	J. Leo Meehan

REMEMBER:—This is an unusual offer and it won't hold long. Each of the above pictures is a GREATER F B O GOLD BOND SPECIAL—hand-picked for you. If you are superstitious will cut one out or add "TARZAN AND THE GOLDEN LION" or "HER FATHER SAID NO." If you want *profits* this summer wire us to-day—not to-morrow.

GREATER F B O

MASTER SHOWMEN OF THE WORLD

JOSEPH P. KENNEDY, President.